

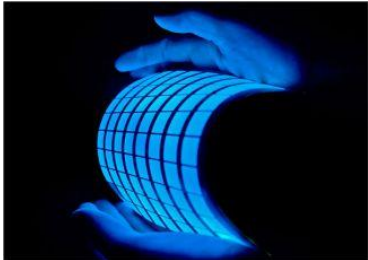


## [POLYMER LED DISPLAY/UNIVERSITY OF SHEFFIELD AND NOVALIA]

<b>TITLE</b>	University and tech. company join to create LED displays for packaging	
<b>COMPANY / ORGANIZATION</b>	 The University Of Sheffield.	
<b>KEYWORDS</b>	Printed electronics (PE), LED, smart	
<b>INDUSTRY AREA(S) AFFECTED</b>	<b>Point of Purchase - Retail Marketing &amp; advertisement</b>	
<b>ISSUE ADDRESSED</b>	Traditional labels on packaging are limited in what they are capable of doing for a product and the product's consumers. Printed electronics take traditional labelling beyond this limited capacity. It allows the packaging of a product to provide additional information beyond what is shown on a label; can provide instructions for use using simple visual indicators; and brands leverage the technology to separate themselves from their competitors.	
<b>SOLUTION</b>	<p>The University of Sheffield and technology company Novalia are teaming up to develop polymer LED displays to be used on packaging. The displays can be utilized to communicate simple messages to customers; or can include features such as a countdown timer or 'traffic light' system to indicate when a timed product is ready for use, including hair-dye, pregnancy tests, or home-baking products.</p> <p>The process of embedding a screen onto packaging to display information involves printing electronic tracks onto paper, then applying cost-efficient electronics and a polymer LED display to the paper using electricity-conductive adhesive.</p> <p>Further research of this technology may allow it to be printed on surfaces other than paper, while remaining cost-efficient and flexible enough to be used on all types of packaging.</p>	
<b>EXPECTED BENEFITS</b>	<b>Customer-engagement and brand awareness:</b> The idea of polymer LED displays on packaging is to interact with and explore new products of interest to them. The displays allow brands to potentially communicate more information than traditional labelling and packaging to their customers, while making direct interaction possible as well.	
<b>CASE LINK</b>	AIPIA, <i>Brighter Packs with Polymer LED Displays</i> <a href="http://www.aipia.info/news-Brighter-Packs-with-Polymer-LED-Displays-548.php">http://www.aipia.info/news-Brighter-Packs-with-Polymer-LED-Displays-548.php</a>  University of Sheffield, <i>The future is here: Interactive screens on your packages</i> <a href="http://www.sheffield.ac.uk/news/nr/packaging-interactive-screens-1.566630">http://www.sheffield.ac.uk/news/nr/packaging-interactive-screens-1.566630</a>	
<b>CONTACT INFORMATION</b>	<b>University of Sheffield</b> Western Bank, Sheffield S10 2TN, United Kingdom <b>Phone:</b> +44 114 222 2000 <b>Email:</b> Charles Wilby, Engineering: c.wilby@sheffield.ac.uk	<b>Novalia</b> Ground Floor, Regent House 133 Station Road Impington CB24 9NP, UK <b>Phone:</b> +44 1223 234420 <b>Email:</b> info@novalia.co.uk